



**EUROPEAN CENTER FOR PEACE AND DEVELOPMENT (ECPD)  
UNIVERSITY FOR PEACE EST BY THE UNITED NATIONS  
IN COOPERATION WITH**



MINISTRY OF HEALTH  
OF THE FEDERATION B&H



MINISTRY OF HEALTH AND SOCIAL WELFARE  
OF THE REPUBLIC OF SRPSKA



SOUTH-EASTERN EUROPE  
HEALTH NETWORK



MINISTRY OF HEALTH  
OF MONTENEGRO

**IV ECPD REGIONAL CONFERENCE ON PHARMACOECONOMICS  
WITH THE MAIN TOPIC**

## **HEALTH CARE: PROCESS MANAGEMENT, FINANCING AND PURCHASING**

(Hotel "Milenij" - Opatija, 29 - 30 September 2017)

### **PRESS RELEASE**

The European Center for Peace and Development of the University for Peace established by the United Nations (ECPD), an international educational and scientific research organization from the academic system of the United Nations, is organising on **29 and 30 September 2017** in Opatija (Hotel "Milenij") **IV ECPD Regional Conference on Pharmacoeconomics** with the main topic "**Management, Financing and Purchasing in Health Care**". The opening of the Conference is scheduled for **Friday, September 29 at 10:00**.

The inaugural addresses will be delivered by **Academician Prof. Dr. Negoslav Ostojić**, ECPD Executive Director, **Dr. Hans Kluge**, Director of WHO Health and Public Health Directorate for Europe and **Prof. Dr. Milan Kujundžić**, Minister of Health of the Republic of Croatia, **Prof. Dr. Jeffrey Levett**, Director of Health Studies ECPD (Greece). **Mr. Zlatko Komadina**, Mayor of Primorje-Gorski Kotar County.

The conference will be co-chaired by **Prof. Dr. Klaus-Dirk Henke**, Head of the Department of Public Finance and Health Economics ECPD UPUN, University of Berlin, **Prof. Dr. Ana Stavljenić-Rukavina**, Vice-rector of the International University Libertas, Croatia, and **Prof. Dr. Dušan Keber**, President of the Red Cross of Slovenia and former Minister of Health of Slovenia.

**Prof. Dr. Thomas Lux**, Director of the eHealth Center of the University of Applied Sciences Niederrhein, Germany, **Prof. Dr. Alvaro Hidalgo Vega**, University of Castilla-La Mancha, Spain, **Prof. Dr. Antoni Gilibert**, Director of Pharmacy and Medicine of the Government of Catalonia, Spain, **Prof. Dr. Nebojša Arsenijević**, Rector, University of Kragujevac, **Dr. Julian Naskov**, General Director of Celgene International for the Alpe Adria Region, **Mr. Per Troein**, Vice President of IMS Health, London, **Mr. Benno Legler**, Director of Healthcare Sector, Wifor, Germany **Dr. Josip Čulig**, Public Health Institute "Dr

Andrija Stampar", Croatia, **Prof. Dr. Branka Legetić**, Regional Advisor, WHO-PAHO, **Mr. Marinko Veković**, Consultant, Orange County, California, USA and others will take part in the work of the Conference.

The Conference will include the following **main topics**:

- **Availability of Drugs to All Citizens Worldwide Through International Solidarity: An (Im)Possible Mission**
- **Public Health surveillance in emergency situations as part of health disaster management to ensure distribution and delivery of medications to vulnerable groups**
- **How to measure the benefits of the pharmaceutical industry - an empirical approach**
- **Patient's Adherence To Prescribed Medication**
- **Process Management of Pharmaceutical and Medical Products in a Hospital-How to analyse and enhance them**
- **The Second Health Care Market**
- **Biosimilars - new specialty - can we afford it?**
- **Public Spending for Medicinal Products in the Face of Strong Innovation and Hard Economic Crisis: Improving Access to New Drugs**
- **Smart Health and Intelligent Ubiquitous Technologies for Health and Wellbeing**
- **Combining Pharmaceutical Therapies with E-Health - A Health Economic Evaluation of Costs and Benefits and other.**

**Prof. Dr. Negoslav Ostojić**, Executive Director of ECPD, emphasizes that this Conference is part of the initiative to highlight the importance and to encourage capacity building in this field in the region of South East Europe. ECPD is organizing this Conference on the initiative and in cooperation with the ministries of health of the countries of the region, within the ECPD International Program for Transfer of Knowledge.

Participants of the Conference will receive an internationally valid **Certificate** of the European Center for Peace and Development of the University for Peace established by the United Nations.

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